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ABSTRACT

Compiled to describe the current state of new media activities in the public library, this annotated bibliography lists: (1) sources for readers seeking further information, (2) media associations and organizations, and (3) data about selected periodicals and nonprint productions in the area of audiovisual operations and innovations. The media chosen for coverage are: film (8mm and 16mm), television (cable, cassette, and some broadcast), and audio (cassettes, records, reel-to-reel tape, and some radio broadcasting). The final section discusses probable future media emphases in public libraries. Each section is composed of a narrative review followed by appropriate references related to that section. (Author/DS)

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PUBLIC LIBRARIES AND NEW MEDIA:

A REVIEW AND REFERENCES

James W. Brown

December 1975

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A paper of the ERIC Clearinghouse on Information Resources,
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BACKGROUND AND PERSPECTIVES

A continuously expanding armory of new communications resources, devices, and systems gives this generation more information in different formats than ever before. Within little more than half a century, for example, revolutionary communications innovations have become common, including global radio and television broadcasting; high fidelity monaural, stereophonic, and quadraphonic audio; facsimile and picture transmission; high-speed and reasonably priced full-color printing; electronically controlled typesetting; and myriad applications of computers in producing, analyzing, and supplying a variety of information and information-related services.

Schramm (1975) comments on the impact of such developments:

> Twice in the last five centuries--when printing came into use in Western Europe in the fifteenth century, and when film and electronic communication became widely available in the late nineteenth and twentieth centuries--communication technology changed so spectacularly that it affected all human life. Printing made knowledge portable beyond the sound of a voice, and provided for it in a linear, verbal, abstract code. This code was so efficient that it made possible widespread literacy, public education, broad participation in politics, political revolution, the growth of science and industry, and an enormous widening of horizons. When film and electronic communication came into use, they provided a different code. The human voice could be recorded and transported rather than merely the printed symbols of the language, and the abstraction of print could be supplemented by the readily transmittable sights and sounds of reality. The effects of these developments on life patterns of people and society are readily apparent, but it is too early yet to assess their deeper impact. (p. 3)

These developments first interested U. S. public libraries when the country's involvement in World War II created a need for new media services. It became clear at that time that a system had to be developed to facilitate distribution and use of the many information/documentary films being produced in support of the war effort.[1] Establishment by the American

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[1]Materials in this section have been adapted from a more complete analysis by Joseph W. Palmer (1975, pp. 18-22).

Library Association (ALA) of the Joint Committee on Educational Films (1940) led to a national survey by Gerald McDonald and publication of his Educational Motion Pictures and Libraries (1942) which contained the recommendation that public libraries establish themselves as an essential link between film producers and distributors and communities across the land.

Later, the government did indeed use public libraries as film distribution outlets. This resulted in the establishment of the Educational Film Lending Library Committee, which assisted the Office of War Information in obtaining the cooperation of some 60 institutions throughout the country (many of them public libraries) where "war films" were deposited and used. In 1943, the Committee reorganized as The Educational Film Library Association (EFLA), which still flourishes as the country's leading protagonist of the use of 16mm film for public information and documentary filmmaking.

Public library involvement with new media (largely film) activities was furthered after World War II by the establishment of a Carnegie-supported Office of Film Advisor in the American Library Association headquarters.[2] But it was not until the appointment in 1967 of the Audiovisual Task Force of ALA's Audiovisual Committee, headed by C. Walter Stone (1970, pp. 40-44), that public library media interests received the study and consideration many believed they deserved. The work of Stone's committee resulted in a number of specific suggestions to bring library media services into line with modern requirements. The committee emphasized that "nonprint" matters should be given equal weight with more traditional print-related services in library administration. Stone also recommended refinement of the qualitative and quantitative standards for audiovisual collections and services of public libraries, the organization of a variety of personnel training activities to improve services, and the undertaking (with ALA support) of essential research and special studies, including demonstration projects, to extend library personnel acceptance of audiovisual responsibilities.

Although many public libraries still are not providing a full range of media services, there are signs of considerable change in this direction. Some media-related activities have become quite common: Lending 8mm and

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[2]Activities and influences of the work of that office are discussed in the section on Film.

16mm films, sponsoring communications and graphic production workshops, organizing videotape production and film study groups, providing resources and physical study space for individuals pursuing degree-related independent study, hosting film discussion groups, and lending a broad range of materials besides films--filmstrips, slides, audio cassettes, video cassettes, microfiche, microfilms, games, toys, and even building and gardening tools.

Small wonder, then, that the press often notes library efforts with such headlines as: "Libraries Widen Activities, Sparking Debate on Purposes", "With a Little Luck You May Even Find Books in the Library", "Videodiscs From the Library: Future Home Instruction and Entertainment Source?", "Libraries Use Gimmicks to Halt Patronage Slide", "Libraries Go All Out to Shed a Shoddy Image", and "Guess What the Library's Up to Now".

Partly as a result of the attention given to media-related innovations and partly for other reasons (economic, for example), public library professionals must face an important issue: Should the public library provide innovative media services? Or should it restrict itself to doing the best job it can with what it knows best--books?

In Differentiating the Media (1975), Asheim recognizes the unmistakable pull of the latter choice. Yet he makes a strong case for the broad approach--that of encompassing all media within "library services"--when he stresses that the focus of the 39th Conference of the Graduate Library School, University of Chicago (1975) was upon:

> ...identifying those characteristics--technical, aesthetic, social, and psychological--that determine the effectiveness of each medium for different kinds of content for different kinds of users and for different kinds of purposes. Out of this objective and unpolemical emphasis, we hope to make a useful first step towards realistically and fairly differentiating the effectiveness of each medium in providing the information, education, entertainment and intellectual stimulation that are wanted and needed by the several publics that libraries serve. (p. 1)

Asheim reflects the sentiments of large numbers of professional public librarians when he continues (1975):

> We like to think that this new approach is not in conflict with the library ideal but a contemporary expression of it, utilizing the new tools at hand to accomplish what is implicit in the traditional objectives....We see a new generation of library users coming up who are not so deeply wedded to the

> literary tradition, and understandably we wonder if we can communicate with them. But do not forget that today's and tomorrow's librarians are part of this new generation too, sharing with them their highly developed skills in the many new languages that are represented by recordings, tapes, films, and multimedia events. (p. 10)

Still, not all librarians are so enthusiastic or hopeful. Writing retrospectively of what occurred at the 1975 convention of the American Library Association, Spirt (1975) claims:

> Libraries are still slouching toward acceptance and use of non-print media. The recent American Library Association Conference (in San Francisco) attests to the belief of these professionals in the superfluousness of media in libraryland, as well as to the prevalence of fragmented knowledge about these media...Until librarians cultivate alternative ways of looking at life and libraries, their organizations can only reflect a limiting attitude....The over-all approach to media (in programs of the conference) reflects the state of the art in the field. Chaos at worst. Fragmentation at best. We've been so busy organizing knowledge and labeling information carriers that we haven't put it all together yet. We have yet to build an interdisciplinary, humanistic, cross-media bridge to present knowledge in a cohesive way. (p. 3)

The Guidelines for Audiovisual Materials and Services for Large Public Libraries (1975), and its companion publication, Recommendations for Audiovisual Materials and Services for Small and Medium-sized Public Libraries (1975), emphasize three assumptions:

1. Librarians are concerned with the products of the life of the imagination, the intellect, and the spirit of man.
2. All formalized communication formats are of interest to librarians.
3. Audiovisual materials and services should have equal weight, equal familiarity, and equal support of library administration and staff to those of printed materials. Integration of planning and programs regardless of subject, format, or age level served is required for the library to continue as a relevant agency. (p. 1)

The same publication also recommends new administrative standards and arrangements at three levels: State, regional, and local. Those for the state level propose that:

> ...under the agency concerned with public library development, there should be an audiovisual media specialist to act as an advisor, coordinator, and

special liaison to library systems and networks in the state. This specialist should act as consultant on the organization, administration, selection, utilization, programming, funding, and distribution of non-print media as well as on personnel, equipment, and physical facilities.

The regional library system audiovisual specialist is expected to oversee the development of media resources and services for member libraries and users. Included in this position's responsibilities are: Training of library staffs; developing and carrying out cooperative projects among various regional library systems; extending comunications resources and facilities in the area; and supervising the regional system's support staff and operations.

Recommendations with regard to local level library audiovisual services stress that:

* Certain differences in needs and support should be recognized for areas serving fewer than 150,000 population and those serving more than this number;

* Such services should be freely accessible to all patrons and paid for from library funds;

* Curriculum materials are basically the responsibility of the schools and should not be duplicated by the public library;

* At least 10 to 15 percent, or $1.50 per capita, should be spent annually for library audiovisual resources;

* Variables that must be taken into account in developing minimum allocations of staff and materials include: (a) population served, (b) the size of the system service region, (c) the number of 16mm titles, (d) the hours of service rendered, (3) accessibility of the audiovisual unit, and (f) the range of media offered;

* Production and preservation of media resources of special local value should be encouraged and budgeted for.

Media play a part in public library operations, according to the National Commission on Libraries and Information Science (NCLIS)(1975), which has stated that:

> ...every individual in the United States should be provided with equal opportunity of access to that part of the total information resource which will satisfy the individual's educational, working, cultural and leisure-time needs and interests, regardless of the individual's location, social or physical condition or level of intellectual achievement. (p. xi)

To carry out this mandate, the NCLIS postulates the need for full access to a wide range of media resources--print and nonprint alike. The case is stated as follows (1975):

> In advanced societies, a substantial part of the culture is handed down to successive generations in the form of recorded knowledge. This resource consists of books, journals, and other texts; of audio and visual materials; and of smaller units of information or data that can be separately manipulated, as by a computer. In recent years, these records have become increasingly varied--through technological extensions of written words, pictures and sounds. For example, a significant part of the country's information resource is now on film, on video tapes and in computer files. As the nation's knowledge grows and the number of records increases, our dependence on them increases, and the need to gain access to them becomes more crucial...(pp. 1-2)

Purposes and Structure of This Paper

This paper is intended to provide four types of assistance to the reader:

* To synthesize, through a selective review of the literature (research, surveys, statements of opinion, and reports), a description of the state of the art of current public library new media activities.

* To provide an annotated bibliography of sources for readers seeking further information on the subject.

* To provide a small but useful listing of associations and organizations currently active in the library new media field.

* To provide further data about selected periodicals and nonprint productions (films, video tapes, audio tapes, filmstrips) reporting certain library and new media operations and innovations.

The media chosen for coverage in this paper and discussed in the following sections are: Film (8mm and 16mm), Television (cable, cassette, and some broadcast), and Audio (cassettes, records, reel-to-reel tape and some radio broadcasting). The final section discusses probable future media emphases in public libraries. Each section is composed of a narrative review followed by appropriate references related to that section.

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Spirt, Diana L. "Editorial: Slouching Toward 1976." Previews 4(Sept75):3.

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Suggested refinement of ALA standards statements for all kinds of libraries; ALA publication of printed materials aimed at helping library personnel with "new media" tasks; organization of in-service training programs; establishment of a new media clearinghouse within ALA; sponsorship of media-related research and surveys.

Stone, C. Walter, ed. "Library Uses of the New Media in Communication." Library Trends 16(Oct 67):179+.

Review of various new media forms with which libraries should be concerned; calls for increased attention to providing them in library services and to the training of professionals who are capable of managing the services involved.

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More than any other new media resource, the 16mm film has proved that public libraries can contribute significantly to the spread of ideas through utilization of nonprint materials.

Films in public libraries gained new impetus in 1947 when Patricia Blair was asked by ALA to set up and administer its Film Advisory Service, whose purpose was to demonstrate that public libraries, as community educational agencies, could improve access to films. Blair concentrated for two years on helping individual libraries establish, house, and manage film lending facilities. During another two years, she spearheaded the establishment of two successful cooperative film circuits--one in the Cleveland Public Library and the other in the Missouri State Library.

Publication of Gloria Waldron's book, The Information Film (1949), emphasized the possibilities of public library film lending services. She stressed that:

* Films are inherently useful educational materials in stimulating groups as well as individuals.

* Film loan services attract community cooperation and support, as well as interlibrary loan activity.

* Greater use of films may create a wider market for them and perhaps lead to the production of better films in the long run.

* Library film circulation may plant seeds of other new and significant library-based activities such as film forums, film study programs, and efforts to promote international understanding.

In more recent times, some of these possibilities have become realities, while others have not. One source of information on this subject is the Film Library Information Council (FLIC), formed in 1967. It includes members representing some 80 public library audiovisual departments. Together, the Educational Film Library Association and FLIC have promoted serious consideration of film as an important communication medium and increased use of films by library clientele as an essential element of modern public library service.

In 1972, analysis of returns from a FLIC questionnaire sent to library audiovisual members convinced Joan E. Clark (1972) that:

* Film librarians in public libraries are "a rather careful, unadventurous lot."

* They are not out in front, nor are they very imaginative with a medium that is hardly twenty-five years old in the public libraries.

* Many public affairs films previewed by public libraries "are often talking lectures, static TV journalism, preachy, slanted, out of date, dull, inaccurate." (p. 19)

Reacting to the same questionnaire results, Tom Brandon (1972), long-time advocate of increased library utilization of films, asks:

> Do the public library people as a whole have a sense of their new importance to the whole field? Not many do. The results do add up, but the process, it seems at times, has the precision of a ferryboat docking on a foggy night. That's the way it has seemed since the end of the ALA Film Project and the emergence of FLIC. (p. 13)

Still, more and more public libraries do appear to be dipping into film circulation in both 16mm and 8mm formats. Increased numbers of library users appear to be interested in the serious study of film as art and a social document. And the study of communication via individually-produced experimental films also continues to attract large numbers of library patrons--young and old alike--who seek to improve their own visual literacy and their capacity to interpret, understand, and experience the world around them.

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Sloan, William J. "Librarians Send in Reports of What Kinds of Films and What Types of Programing Activity They Were Undertaking." Film Library Quarterly 7(No. 2, 1974):3-4.

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Examined the public library use of 16mm films (1949) and included how-to-do-it information about setting up and managing film libraries in public libraries. Suggests a variety of ways in which film service adds to the value of library services.

TELEVISION

Of the several nonprint media technologies of interest to public libraries, television--in its many forms--has received the most attention recently. Writers and researchers have explored the prospects for broadcast and cable television, and now are beginning to examine the possibilities of cassette-style TV programs, and video-disc television (phonograph record-type TV recordings).

Brigitte Kenney and others have directed attention to the potentialities of cable television to extend and enrich community library programs. As reported by Cable Libraries (1973), the American Library Association has passed unanimously a resolution on Video/Cable Library Service which included the suggestions that:

> * All libraries collect and disseminate information about video and cable technologies.
>
> * Libraries be urged to act as catalytic agents in the design and development of local cable systems by educating municipal officials, schools and colleges, and the public to the potential benefits of cable communications to the community.
>
> * The ALA undertake an immediate study of the possibilities for the use of video and cable technologies for extending current library services including special, public, and academic libraries....(p. 1)

In her later report of cable activities of selected libraries throughout the United States, Kenney (1974, Status of Cable) concluded:

> There is no longer any doubt that librarians are and will be using video/cable technologies to enhance and extend their services. While questions remain in regard to the technology itself, the health and viability of the industry, and government policy, librarians are seeing cable communications as an opportunity to gain credibility and visibility, both in terms of their constituency and local authorities. Video and cable are seen as extending the legitimate function of libraries to collect, store, and disseminate information, and "electronic information" is seen as "good" information, along with the more traditional print and non-print materials....It is the public library which stands to gain the most from cable communications. At present, there is opportunity to participate, together with other groups, in educational and planning activities to

> insure a people-oriented cable system, and to program to fulfill various information needs of the library's clientele. In the future, cable appears to offer an opportunity for electronic resource sharing at relatively low cost, certainly far less than present telephone networks entail. If American libraries are to have a national information system, based on telecommunications, cable communications will have a large part to play in making these plans come true. (p. 20)

Sounding a note of caution concerning library participation in cable TV activities, Molumby, whose own District of Columbia library has been highly active in the field, has stated (1975):

> Writing about cable and libraries in 1975 is not the exhilarating exercise it was several years ago. Then, the objectives seemed so clear and the future so bright. If library administrators could only be moved to join the cable revolution promptly, it would be no time at all before libraries would be coordinating municipal cablecasting in most homes, and already excellent library programs would no longer be confined to library meeting rooms but would be seen in living rooms all over town. Moreover, libraries would be the facilitators of "public access" programming permitting anyone with a message to get on the cable.... But now, in 1975, the mood is more subdued....The unforeseen slowdown in the growth of cable systems and their almost total failure to penetrate the larger cities have forced librarians to re-examine some of their hopes and plans. While there may be pessimism and second-thoughts in some quarters, it appears that the vast majority of librarians are not ready to given up on cable. For many of them it is just a matter of becoming reconciled to a dream deferred. They are confident that they have been on the right track and that the basic philosophy is sound. Others point to the astounding progress that has been made in establishing a major role for libraries in the cable revolution that is still to come. Others see this period as a beneficial pause giving us a chance to perfect our use of the opportunities now at hand and to perhaps broaden our planning to include other forms of telecommunication. (p. 175)

Perhaps the most significant cable event at the 1975 San Francisco ALA convention was the formation of a Video and Cable Communications Section in the Information Science and Automation Division (ISAD) of the organization. This move is expected to provide opportunities for cable and other video technologies to gain needed attention in matters pertaining to legislation, financing, programming, and technical development.

ALA President Allie Beth Martin, whose Tulsa Public Library has been a landmark institution with respect to cable TV, added her own insight on the library/TV future (1975):

> More and more information is going to be available only through machinery. Audiovisual technologies have already had a great impact on library services and will continue to do so, and we'll see more and more impact of various kinds of video. Television, of course, has had a major impact on library service, and I think in the future video technology will increasingly supply information by using video tapes and video playback and cable television. Those things, I think, will influence library services. (p. 36)

By conservative estimate (Cohn, 1975) between 500-600 public libraries are involved in one or more ways with the medium. As the reading of items in the bibliography will show, public libraries are applying television technology in a variety of interesting and promising ways. These include: Public interest (educational) programs originated in library or community access studios; taped transmissions of programs prepared elsewhere; loans of video tapes, mostly for in-library viewing (frequently via remote outlets within the library building); inter-connection of video cable systems for library reference purposes; and organization of workshops to train library clients in video equipment and program production.

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A discussion of the hardware, software, and use by libraries of video recording technology.

Hallowell, Mary Louise. "The Libraries' Growing Use of Video Technology and Cable TV." Broadcast Management Engineering/Cable Management Engineering 9(No. 11, Nov73):10-16.

Surveys cable TV activities of many public libraries; provides case reports.

Hallowell, Mary Louise, ed. Cable Handbook, 1975-1976: A Guide to Cable and New Communications Technologies. Washington, D.C.: Publi-Cable, Inc., 1975. 303 pp.

Background papers on cable TV operations, with specialized papers on its use in schools, health fields, churches, libraries, museums, and a number of other social agencies.

"Have You Watched a Book Today?" An Experimental Project of the Public Television Library. Final Report. Washington, D.C.: Public Television Library, 1975. 20 pp. ERIC ED 104 393.

Reports results of an experimental study of public interest in uses of the WATCHABOOK programs for in-library viewing by children. Data proved the program was a rewarding success.

How Now Brown Cow? The Texas Educational Telecommunications Study. Austin, Texas: The Educational Development Corporation, 1975. 260 pp. ERIC ED 110 052.

Report of a survey conducted for the Texas Education Agency to discover problems and solutions in providing telecommunications support to educational technology. Establishes objectives such a system should support, examines the situation in Texas, and emphasizes need for proper planning at all levels.

Kenney, Brigitte, ed. "Cable Television for Librarians." Drexel Library Quarterly 9(1972)

A cable TV primer, equipment and production problems, issues, user needs, community organization, regulation, and other topics covered in a USOE-sponsored forum.

Kenney, Brigitte. The Status of Cable Communications in Libraries. Philadelphia: Drexel University, School of Library Science, 1974. 22 pp. ERIC ED 095 841.

Report of a study supported by the Council of Library Resources which reports the author's assessments of the current status of library TV uses, using data drawn from numerous interviews and observations in public libraries, cable companies, state libraries, university libraries, municipal offices, and other locations in the United States.

Kenney, Brigitte L., and Hope Ridge. Video/Cable Activities in Libraries: An Inventory. (Rev.) Philadelphia: Drexel University, Graduate School of Library Science, 1974.

A state-by-state rundown of libraries involved in video or cable TV programming.

Kenney, Brigitte, et al. Annotated Bibliography on Cable Television for Librarians. (Rev. ed.). Philadelphia: Drexel University, Graduate School of Library Science, 1974. 54 pp.

A comprehensive compilation of primers and handbooks, regulations and ordinances, economic analyses, cable TV programs by state, library TV participation, and other matters of interest to those in the field.

Martin, Allie Beth. "Forecast Interview: ALA President Allie Beth Martin." Forecast (1975):34-37.

The ALA president's opinions regarding the status and near future of libraries and librarians.

Martin, Arthur J. "Getting Hooked on Cable TV: Present Status and Potential Effects." Previews 1(Mar73):3-7.

Cites uses educators and librarians can make of cable TV and raises questions regarding the future of the field.

Mclumby, Larry. "Libraries." In Cable Handbook, 1976-1977, edited by Mary Louise Hallowell, pp. 175-186. Washington, D.C-: Public-Cable, Inc., 1975.

Traces recent history of cable TV activities of libraries and renews his arguments for more participation of these institutions in cable telecommunications.

Reilly, Jane. Chicago's Study Unlimited: College Courses in the Library. Chicago: American Library Association, 1974. 14 pp. ERIC ED 098 911.

Report at the end of the eleventh month of a joint effort of the Chicago Public Library and the City Colleges of Chicago to provide resources and services to permit individuals to earn college credit through independent study of video cassettes, workbooks, texts and to take examinations when they felt ready to do so.

Schoenung, James. Cable Television: A Bibliographic Review. Mimeographed. Part of an ALA packet on Cable TV. Chicago: American Library Association, 1972. 24 pp.

Qualitative comments concerning the literature of the field, classified according to: (1) primers and histories, (2) bibliographies, (3) abstracting and indexing services, (4) directories, (5) journals and periodicals, (6) operations and equipment, (7) government materials and regulations in effect at the time, and related headings.

Smith, Ralph Lee. "The Wired Nation." Nation (18May70):582-606. (Also issued as a book, Harper and Row, New York, 1972.)

Reviews the promise and practice of community-based cable television efforts in the United States up to 1970, including pay-TV developments and the role of the commercial telephone industry and cable companies in moving information across the country.

Stevenson, Mona L. D. Television and the Public Library: A Study of the State of the Art as Revealed by Library Literature. Columbia, Missouri: University of Missouri, Department of Library Science, 1975. 68 pp. ERIC ED 110 014.

Statistical and interpretive survey of the field from its earliest beginnings. Case studies of Detroit, Michigan, and Mobile, Alabama, library uses of TV are used to contrast early usage with that of the present.

Stoney, George. "Cable Television: Should Librarians Get Into the Act?" Film Library Quarterly 7(No. 3-4,74):85-90.

Advice for libraries on utilizing cable TV and videotapes in their programs.

Thomassen, Cora E. CATV and Its Implications for Libraries. Allerton Park Institute No. 19. Urbana-Champaign: University of Illinois, Graduate School of Library Science, 1974. 91 pp.

Proceedings of a conference sponsored by the Illinois State Library and the University of Illinois intended to foster improved understanding of the subject of cable television activities for libraries.

Welbourne, Jim. "Teleculture: Wiring the Urban Library." Cablelines (Jun74):9

Projections of the significant role likely to be played in the future by creative black telecommunications personnel, especially in public libraries, in bringing needed television services to fulfill information requirements of members of the black community.

Winslow, Kenneth. "VidReport: It's Time the Video Industry Discovered Libraries." VidNews 3(10 Dec 73):19.

Reviews library TV activities initiated by the New York State Library system and the Chicago Public Library.

AUDIO

Perfection of the cassette format for audio recordings has significantly added to library interest in this medium. Stevenson (1972) has commented on this as follows:

> Sound recordings have been a part of library services for many decades...But progress in learning to exploit the full potential of this medium of communication was slow and erratic...With the rise of the long-playing disc (phonograph record) in the 1950's, librarians began to develop more extensive collections for educational and recreational uses. This development continues today as media centers are established to integrate all audiovisual services and as a few librarians began to deal with the problems and prospects offered by tape cassettes. The use of sound recordings as reference and research materials has not kept pace with these developments, and despite our many years of experience with packaged sound, it remains...a frontier area of librarianship. (p. 3)

Recent increases in number, variety and availability of audio recordings (tape and record) have influenced library attention to audio resources. (Stevenson, 1972, Introduction). Changing practices have led to some vendor policies that permit purchasers to duplicate tapes on the premises for library users. High-speed tape duplicators have greatly simplified and accelerated that process.

Problems of organizing and managing library audio collections also have received considerable attention. (Egan, 1974; Poulos, 1972; Sunder, 1969).

Dial-in audio tape banks, used experimentally in a few cases, are sometimes viewed as having great potential for the future.

Use of audio tapes in local oral history projects has long been of interest to librarians and is expected to occupy an even more important role in the future. (Gell; Shumway, 1971; Stevenson, 1972). The growing number of audio tapes and phonograph records that deal with this subject find many uses in today's public libraries. (Waffen, 1975).

Radio broadcasting by public libraries in not common. Perhaps the best examples of what libraries can do with the medium are described by Day (1969), Schaefer (1972), and McRae (1974). Forsythe's (1970) broader view of radio contributions in education contains some implications for libraries as well.

REFERENCES

Brennan, B. "Try Listening to Your Novels: Library Has Books on Tape." BCLA Report 17(Jan74):13.

Day, Dorothy. "The Library on the Air." Wilson Library Bulletin 14 (Nov 69):320-325.

"Dial-A-Story for Pre-School Children." The Unabashed Librarian (No. 10):14.

Mechanics of a San Francisco Public Library Early Childhood Education project using three-minute recorded stories and poems for two- and five-year-olds. Access is by telephone.

Egan, Carol M. Establishing a Cassette Program for a Public Library. Hinsdale, Illinois: Suburban Library System, 1974. 6 pp. ERIC ED 100 398.

How a library system carried out processes of cooperative selection, purchase, processing, and circulating on a rotating basis a large audio cassette collection.

Forsythe, Richard O. Instructional Radio: Its Broad Capabilities as an Educational Delivery System. Prepared at the request of the Commission on Instructional Technology. Washington, D.C.: Government Printing Office, 1970.

Stevenson, Gordon, ed. "Trends in Archival and Reference Collections of Recorded Sound." Library Trends 21 (No. 1, Jul 72):1.

A review of the entire field of archival sound collection including: oral history; activities in the Library of Congress; discography; preservation and restoration of recordings.

Sunder, Mary Jane. "Organization of Recorded Sound." Library Resources and Technical Services 13 (Win 69):93-98.

Waffen, Les. "Oral History Reviewed." Forecast (Baker and Taylor Co., New York) (Oct 75):30.

ADDITIONAL AUDIO REFERENCES

Gell, Marilyn. "Any Library Can: How to Have Your Own Local History Project Without Staff or Money." The Unabashed Librarian (No. 2):21-23.

How the Arlington (Virginia) Public Library developed oral history collections on cassette tapes.

Limbacher, James L. "Leapin' Lizards: Radio's Back." Previews 3 (Nov 74): 5-7.

McRae, Jean Carroll. "Radio-Free Library Power." Wilson Library Bulletin 49 (Nov 74):224-228.

Report on the manner in which the Northwestern Regional Library (North Carolina) reaches Appalachian population through its own radio broadcasts.

Poulos, Arthur. "Audio and Video Cassettes: Friend or Foe of the Librarian?" Special Libraries 63 (May/Jun 72):222-226.

Schaefer, M. W. "Radio and Audio Services of the Louisville Free Public Library." Kentucky Library Association Bulletin 36 (Jul 72):20-27.

Shumway, Gary L. Oral History in the United States: A Directory. New York: Oral History Association, 1971.

A directory of the thousand-member OHA of oral history projects under way in the United States.

THE FUTURE

Although it appears that public libraries will continue to face shortages of funds, library futurists are certain that new responsibilities will be thrust upon them requiring the use of films, video, and audio media resources. Usually, these media will be used in the form of programs and in combination with printed media which libraries have always provided.

The remainder of this section presents several general anticipated trends for public libraries with implications for media use, with each anticipated trend followed by relevant references.

Anticipated Trends and References

*Increased support of a systematic and behavioral approach in dealing with community information problems. Overly simplified, this approach recognizes the need to carefully express program objectives--long- and short-term goals to be reached, changed conditions or behaviors to be effected in target groups--and to determine criteria to be used and data to be gathered to measure their attainment. "Cost/benefit" (the relationship of dollar inputs to social benefits) is considered the recommended criterion of program effectiveness. With this approach, once objectives are established, alternative means (programs) to achieve them must be determined. Implementation calls for interim monitoring, evaluation, and continuous revision. In any such systematic approach to decisions affecting library service, planners must determine the most effective trade-offs and alternatives regarding the use of media.

Atkinson, Hugh C. "Extension of New Services and the Role of Technology." Library Trends 23 (Oct 74):305-317.

A critical look at the promise and reality of several "newer media" of interest to libraries, cable television, cassette television, and computer services.

Bonser, Charles F., and J. R. Wentworth. A Study of Adult Information Needs in Indiana. Indianapolis: Indiana State Library, 1970. 130 pp. ERIC ED 044 133.

Concludes that the public library is only incidentally relevant to adult population needs and recommends targeting and supporting with funds specific library services having high priority.

Brown, James W. "A Personal Viewpoint.: American Libraries 1 (Jan 70):44.

Bundy, Mary Lee. "Urban Information and Public Libraries: A Design for Service." Library Journal 97 (15 Jan 72):161-169.

The Carnegie Commission on Higher Education. Toward a Learning Society: Alternative Channels to Life, Work, and Service. New York: McGraw-Hill, 1973. 112 pp.

De Prospo, Ernest R. Performance Measure for Public Libraries. Chicago: American Library Association, 1973. 71 pp.

"Extension of New Services and the Role of Technology." Library Trends 23 (No. 2, Oct 74):305-317.

Garrison, Guy, ed. Total Community Library Service. Chicago: American Library Association, 1973. 138 pp.

Johnson, Scottie McIntyre, Linda Schexnaydre, and Mary S. Woods. Planning Audiovisual Services in Public Libraries. Austin: Texas State Library, Department of Library Development, 1975. 276 pp. ERIC ED 110 005.

A manual designed to serve as a basis for a library personnel workshop series. Provides assistance in evaluating, selecting, and utilizing audiovisual materials and equipment. Emphasizes need for and ways to accomplish essential planning for film, video, audio, and projected still media services. Includes a helpful bibliography.

*Increased knowledge of the contributions of each type of media in informing, increasing the skills of, or developing attitudes of library users, and use of that knowledge to provide appropriate media resources to help achieve client goals.

Allen, William H. "Intellectual Abilities and Instructional Media Design." AV Communication Review 23 (Sum 75):139-170.

Examines issues surrounding the questions: (1) Do interactions exist between intellectual abilities of learners and the different ways instructional media may be designed and produced; and (2) Can the findings from this search be translated into prescriptions for the actual development of instructional problems? Contains an extensive bibliography of research studies bearing on these problems.

Campeau, Peggy L. "Selective Review of the Results of Research on the Use of Audiovisual Media to Teach Adults." AV Communication Review 22 (1974):5-40.

Di Vesta, Francis J. "Trait-Treatment Interactions, Cognitive Processes, and Research on Communication Media." AV Communication Review 23 (Sum 75):185-196.

Merrill, M. David. "Learner Control: Beyond Aptitude-Treatment Interaction." AV Communication Review 23 (Sum 75):217-226.

*Increased appreciation by librarians of their need to possess and use skills required to meet library clients on their own ground. Client characteristics regarding reading ability, background, experience, interests, and "learning style" will affect the development, choice, and use of new media or combinations of media to meet individual needs.

Bates, Marcia J. "Review of Literature Relating to the Identification of User Groups and Their Needs." In Preliminary Investigation of Present and Potential Library and Information Service Needs, by Charles P. Bourne, et al. Washington, D.C.: U. S. National Commission on Libraries and Information Science, 1973. pp. 36+.

Bourne, Charles P. Preliminary Investigation of Present and Potential Library and Information Service Needs. Final Report. Washington, D.C.: U. S. National Commission on Libraries and Information Science, 1973. 110 pp. ERIC ED 073 786.

A study of information needs of various population groups, with implications for post-1975 library services. Includes specific "new media" for this purpose.

Childers, Thomas, and Joyce A. Post. Information Poor in America. Metuchen, New Jersey: Scarecrow Press, 1975.

Cousins, Norman. "View of the American Library." ALA Bulletin 61 (Sep 67):953.

Argues that libraries should be much more than depositories of information and that they should perform more as generative forces and connective centers for their clientele.

Croneberger, Robert, Jr., and Carolyn Luck. "Defining Information and Referral Service." Library Journal 100 (Nov 75):1984-1987.

A rationale for the increased need for and attention to library information and referral, intending to link individuals with community or other services needed to solve problems.

Debons, Anthony. "An Educational Program for the Information Counselor." Offset. Pittsburgh: University of Pittsburgh, Interdisciplinary Department of Information Science, 1975. 15 pp.

An account of the graduate program of the University of Pittsburgh to prepare individuals to assume a new role--that of "information counselor"--serving to interface between the information source and the ultimate user of information.

Galvin, Thomas J. "The Education of the NEW Reference Librarian." Library Journal 100 (15 Apr 75):727-730.

Hershfield, Allan. "Information Counselors: A New Profession?" In Humanization of Knowledge in the Social Sciences Symposium, pp. 29-34. Syracuse, New York: Syracuse University, School of Library Science, 1972.

Opens up the issue of the need for professional information specialists capable of serving diagnostic and educational functions connected with client use of information.

* Increased use of adult independent study activities. The lines will blur even more between in-school education and continuing informal education. More frequently than ever, individuals will turn to or away from education--as they wish and as circumstances require. Quite likely, there will be increasing acceptance of "universities without walls" and external degree programs as approved avenues to personal improvement and/or degrees and diplomas. Such activities will require new services from public libraries involving print and nonprint media.

"Adult Independent Learner: New Public Library Focus." Library Journal 98 (1 Dec 73):3491.

Bethany, Marilyn. "Independent Study Programs: Not Just Another Great Idea." Forecast (1975):42-44.

Work of learner's advisors and other personnel in experimental programs of the Office of Library Independent Study Projects (College Entrance Examination Board.)

Brooks, Jean S., and David L. Reich. The Public Library in Non-Traditional Education. Homewood, Illinois: ETC Publications, 1974. 244 pp.

A report of the Dallas (Texas) Public Library independent study project for adults, an outgrowth of experimental efforts of the College Entrance Examination Board.

Cunningham, Phyllis, and Jane Reilly. "Chicago's Study Unlimited: Multimedia, Library-Based Continuing Education." In Educational Media Yearbook, 1975-1976, edited by James W. Brown, pp. 49-52. New York: R. R. Bowker Co., 1975.

Follettie, Joseph F. "Home and School as Longer-Term Alternative Sites for Interactive Instruction." Los Alamitos, California: Southwest Regional Laboratory for Educational Research and Development, 1972. 11 pp. ERIC ED 108 666.

Positive and negative implications of the eventuality that American homes will be equipped to provide interactive instruction before 2000 A.D.

Houle, Cyril O. The Public Library's Role in Non-Traditional Study. New York: Columbia University, New York School of Library Service, 1974. 119 pp. ERIC ED 098 993.

The key problem of the public library as an educational institution is that many librarians and most citizens do not realize that it is a center of learning. Librarians can and should work to alter this picture.

Knowles, Malcolm S. "Adult Education." In New Media and Education: Their Impact on Society, edited by Peter H. Rossi and Bruce J. Biddle, pp. 301-322. Chicago: Aldine Publishing Company, 1967.

Richards, Berry, and Joseph H. Oakey. Information Systems for Non-Traditional Study: The State of the Art. 1974. 33 pp. ERIC ED 093 281.

Opinions regarding the likelihood of libraries becoming continuing formal education institutions, often offering degrees. Points out the likely blocks to such development and suggests ways to avoid them.

* Increased recognition that communications and information technologies are far from being fully exploited. Predictions about communications developments emphasize that much more is to come. As an example, entire communities can be linked through telephone or cable TV lines. This already has been done in modest ways, but it is likely it will occur more intensively and in more locations in the future. It is predicted (Baran, 1971) that such development will encourage entrepreneurial support of a host of electronically-related information services involving public library media use, such as: (1) specialized or general electronic newspapers, (2) media-supported adult education correspondence study (interactive or non-interactive), (3) computer-aided independent tutoring, (4) transmitted-for-a-fee entertainment (plays, films, etc.), (5) community information services (facts, dates, hours, contents of forthcoming events, locations of data-related services, weather data, road conditions, and many others), (6) access to library resources through electronic browsing, dial-in audio or tape banks, or keyboard conversations with "librarian computers," (7) video screen or "hard copy" paper printouts of library data at client discretion, and (8) "frame grabbing" (a procedure offering clients opportunities to store single pictures--as from a TV program--for later reviewing).

The approaches toward using nonprint media in public libraries--and the media themselves--are changing and developing. This paper has touched lightly on some of the major activities and trends. For further information, the interested reader is encouraged to pursue readings from the references and to contact appropriate organizations and periodicals from the following lists.

Baran, Paul. Potential Market Demand for Two-Way Information Services to the Home 1970-1990. Menlo Park, California: Institute for the Future, 1971. 131 pp.

Describes the potential market demand and service parameter estimates for 30 potential new information services to the home for the time period 1970-1990. Focus is primarily upon possible uses of broadband cable TV systems.

Bardwell, John. Information Delivery Systems: The Alternative of Cable TV. Syracuse, New York: Syracuse University, Center for the Study of Information and Education, 1974. 37 pp. ERIC ED 093 280.

Gaines, E. J. "Informational Switching Yard: The Concept of the Library." Library Journal, 95 (15 Feb 70):641.

Proposes that libraries become major community information resource centers, possibly supported, in part, by fees charged for their services.

Jones, Martin V. "How Cable Television May Change Our Lives." The Futurist 7 (Oct 73):196-201.

Projections of the future of interactive TV based on historical analogy and extrapolations of existing trends.

Libraries in America's Future. Library Journal Anniversary, 1876-1976. New York: R. R. Bowker Co., 1976. $12.50 (hard copy); $7.50 (flexible covers). (Forthcoming publication.)

The Future America; Library Art, Circa 1975; Library Futures; Library Materials; The Library Building; Government and Our Libraries; Major Issues That Lie Ahead; Follies and Landmarks of a Century.

Tressel, George W., et al. The Future of Educational Telecommunication: A Planning Study. Columbus, Ohio: Battelle Memorial Institute, 1975. 130 pp. ERIC ED 105 876.

Survey report of goals, present status, and anticipated future of education broadcasting, based on literature reviews, visits to broadcasting facilities, and interviews with 60 station managers.

* Increased attention to the development of media management skills and insights required of professional librarians.

Becker, Joseph. "Trends in Library Technology." Special Libraries 62 (Oct 71):429-434.

Predictions regarding future applications of telecommunications, computers, micrographics, and audiovisual technologies in libraries.

Boaz, Martha, ed. Toward the Improvement of Library Education. Littleton, Colorado: Libraries, Unlimited, 1973. 168 pp.

Ely, Donald P. "An Instructional Development Program for Teachers of Library and Information Science." First Quarterly Report. Syracuse: Syracuse University, Center for the Study of Information and Education, 1975. 26 pp.

Reports, activities and plans of CSIE's project which aims to promote the development and exchange of a number of classroom-tested instructional modules for use in teaching classroom-based and in-service training programs in the field of library and information science.

Ely, Donald P. Future Training for Service: A Report to the Library and Information Science Profession. Syracuse: Syracuse University, Center for the Study of Information and Education, 1974. 16 pp. ERIC ED 098 940.

Stresses need for library education of the future to emphasize preparation of specialists competent in management, communication, information science counseling, instructional program development, media production and use, research, subject knowledge, systems analysis and design and technology.

"The Future: Libraries, Librarians, and Users." Library Trends 23 (Jul 74):127-152.

Maguire, C. and M. Trask. "Impact of Nonprint Materials on Library Administration." In Studies in Library Management, Vol. 2, by C. Bingle, pp 94-113. Hamden, Connecticut: Shoe String Press, 1975.

Stone, Elizabeth W. Continuing Library and Information Science Education. Washington, D.C.: Superintendent of Documents, U. S. Government Printing Office, 1974. 435 pp.

Includes recommendations of findings with respect to the National Commission on Library and Information Science call for "a nationwide program of continuing education for personnel in the library and information science field." Spells out specifics of a proposed Continuing Library Education Network and Exchange (CLENE) through which its recommendations could be achieved.

* Finally, a growing understanding of the crucial role of media--and especially of the newer media--in helping to mold a workable world society. Concerning this possibility, Rochell (1974, pp. 2-3) said:

> It is unsettling...to accept the fact that in this country man's capacity for destruction has outstripped his capacity for learning. It is equally disturbing to see and to be unable to act upon the fact that there is an ever-widening gap between the haves and the have nots. Services are available and citizens go without; knowledge doubles in less than a decade as science, industry, education, and government repeat their own research and all too often their own mistakes, in which someone has more accurately called a "galaxy of garbage." One obviously assumes that available technology should serve to harness the explosion and remove the deprivation.

The far-reaching effects of enlightened applications of new media in the realm of world problems leads Foote (1967, p. 379) to question:

> Is it too much to conclude that the newer media potentially connects the individual learner with any available knowledge in the world of past or present? In this sense, the goal of education--with ultimate development of the individual--is joined with the ultimate goal of communication--the unification of human society.

Foote, Nelson N. "The New Media and Our Total Society." In New Media and Education: Their Impact on Society, edited by Peter H. Rossi and Bruce J. Biddle, pp. 349-379. Chicago: Aldine Publishing Company, 1967.

Rochell, Carlton C. Information Explosion/Deprivation Implications for New Towns. Syracuse: Syracuse University, Center for the Study of Information and Education, 1974. 25 pp. ERIC ED 093 279.

Observations concerning the present status of information services proposed, or actually in use, for new towns. Concludes that the picture is quite dismal and that there is a general lack of communication between new town developers and the library personnel who will nearly always be expected to provide the services.

ADDITIONAL SOURCES

Library/New Media-Related Organizations

American Federation of Film Societies (AFFS), 333 Avenue of the Americas, New York, NY 10014.

American Film Institute (AFI), John F. Kennedy Center for the Performing Arts, Washington, D.C. 20566.

An independent, nonprofit organization supported, initially, by the National Endowment of the Arts. Seeks to "preserve the heritage and advance the art of film and television." Maintains a Center for Advanced Film Studies; monitors information about film study and film production courses offered throughout the United States.

American Library Association (ALA), 50 East Huron Street, Chicago, Illinois 60611.

A major organizational force of U. S. library personnel. Its nonprint, audiovisual interests are to be noted in the media activities of several influential ALA sub-groups, of which the following are representative: American Association of School Librarians; Children's Services Division; Information Science and Automation Division; Public Library Association; Resources and Technical Services Division; Young Adult Services Division; Audiovisual Committee.

Association for Educational Communications and Technology (AECT), 1201 16th Street, N.W., Washington, D.C. 20036.

A professional organization concerned chiefly with school and university utilization of instructional media and technology to achieve improved learning. Supports an extensive publications program, some items of which are of use to public library audiovisual personnel. The special interest group to which library audiovisual members usually subscribe is its Information Systems Division (ISD).

Cable Television Information Center, 2100 M Street, N.W., Washington, D. C. 20037.

Allied with the Urban Institute; assists individuals and organizations in developing policies and plans for public interest cable television systems.

Center for the Study of Information and Education (CSIE), 130 Huntington Hall, Syracuse University, Syracuse, New York 13210.

An independent, federally-supported survey and research agency concentrating on interrelations and needs of library science, information science, communications, and educational technology.

Center for Understanding Media (CUM), 75 Horatio Street, New York, New York 10014.

Conducts research and publishes and produces materials related to uses of educational media, particularly by young people; promotes serious film study and film literacy activities.

Consortium of University Film Centers (CUFC), c/o William D. Philipson, Director of A-V Library Services, University of Minnesota, Minneapolis, Minnesota 55414.

A cooperative organization of nearly 50 institutions of higher learning maintaining educational film rental libraries.

Continuing Library Education Network and Exchange (CLENE), c/o Dr. Elizabeth Stone, Chairman, 620 Michigan Avenue, N.E., Washington, D.C. 20064.

A facility which encourages and coordinates continuing education opportunities and resources for library and information specialists throughout the United States.

Corporation for Public Broadcasting (CPB), 888 16th Street, N.W., Washington, D.C. 20006.

Funded by the federal government and private sources; cooperates with a system of approximately 250 public television stations comprising the Public Broadcasting Service (PBS).

Educational Film Library Association (EFLA), 17 West 60th Street, New York, New York 10023.

Founded in 1943; a recognized leader among organizations devoted to promoting wider use of new media resources in public information and education programs. Concentrates on 16mm, 8mm, and filmstrip fields; sponsors the prestigious annual American Film Festival, whose winning productions it circulates widely to public libraries throughout the country. Publishes: Sightlines; EFLA Film Evaluation Guide; film evaluation cards; numerous filmographies and bibliographies; program guides to the American Film Festival; others.

Educational Products Information Exchange (EPIE), 463 West Street, New York, New York 10014.

A nonprofit organization that assesses and reports on educational media and media hardware.

ERIC Clearinghouse on Information Resources, Stanford Center for Research and Development in Teaching, School of Education, Stanford University, Stanford, California 94305.

One of the sixteen ERIC Clearinghouses supported by the National Institute of Education; specializes in assessing and abstracting non-copyrighted materials relating to information and library science, communications, telecommunications, and educational technology.

Film Library Information Council (FLIC), Box 348, Radio City Station, New York, New York 10019.

A nonprofit professional group in the film library field; emphasizes uses of 16mm and 8mm films in public library programs.

Great Plains National Instructional Television Library (GPNITL), University of Nebraska, Box 80669, Lincoln, Nebraska 68501.

A major rental and sale source of complete tele-courses for higher education, adult education, and other levels of study.

Library Independent Study and Guidance Projects, College Entrance Examination Board (CEEB), 888 Seventh Avenue, New York, New York, 10019.

Coordinates public library participation in providing counseling and educational services to adults who seek to earn credits and college degrees through independent study (often in libraries).

Library/Media Technical Assistants, Training Programs for, American Library Association, 50 East Huron Street, Chicago, Illinois 60611.

Responsible for encouraging acceptance and use of the "Criteria for Programs to Prepare Library Media Technical Assistants."

National Association of Education Broadcasters (NAEB), 1346 Connecticut Avenue, N.W., Washington, D.C. 20036.

Nonprofit association of individuals engaged in educational television, radio, and audio activities.

National Audiovisual Center, Washington, D.C. 20409.

Established in 1969 as a unit of the National Archives and Records Service, General Services Administration, to provide federal agencies and the general public with a central information, loan, sales, and rental service for audiovisual materials produced by and for executive agencies. Its catalog lists and describes more than 5,000 items.

National Cable Television Association, 918 16th Street, N.W., Washington, D.C. 20006.

National Center for Audio Tapes (NCAT), Stadium Building, University of Colorado, Boulder, Colorado 80302.

Nonprofit source of noncopyrighted audio tapes (at cost) originating in educational radio, convention and conference programs, and other sources. Subjects range throughout all curriculum areas and levels--pre-school through college and adult.

National Commission on Libraries and Information Science (NCLIS), 1717 K Street, N.W., Washington, D.C. 20036.

An independent agency operating within the executive branch of the federal government charged with developing and recommending plans to provide adequate library and information services to the United States. Seeks especially to improve library and information networks throughout the country.

National Information Center for Educational Media (NICEM), University of Southern California, University Park, Los Angeles, California 90007.

Compiler and publisher of numerous classified catalogs of such nonprint media as films, transparencies, slides, filmstrips, audio tapes, and video tapes. They also publish a quarterly newsletter.

Oral History Association, Box 20, Butler Library, Columbia University, New York, New York 10027.

Encourages recording and use of oral history materials.

Public Broadcasting Service (PBS), 485 L'Enfant Plaza S.W., Washington, D.C. 20024.

A private, nonprofit corporation that serves the country's noncommercial television broadcasting stations.

Public Television Library of the Public Broadcasting Service, 485 L'Enfant Plaza, S.W., Washington, D.C. 20024.

Public-Cable, Inc., 1201 16th Street, N.W. Washington, D.C. 22036.

A consortium of persons and organizations to encourage maximum public participation in cable-TV affairs and operations.

Television Information Office, 745 Fifth Avenue, New York, New York 10022.

Provides a bridge between commercial television broadcasters and networks and their viewers; produces teacher guides for selected television programs of educational worth.

Library/New Media-Related Periodicals

Access; Challenge for Change Publication (formerly Challenge for Change Newsletter). National Film Board of Canada, P. Box Box 6100, Montreal, 101, Quebec, Canada.

News and reports of social change activities partially supported by the Canadian government; emphasizes uses of media to achieve objectives.

Advanced Technology/Libraries. Knowledge Industry Publications, Tiffany Towers, P. O. Box 429, White Plains, New York 10602.

Newsletter dealing with copyright, library automation, legislation, and latest practices and resources in library new media field.

Booklist. American Library Association, 50 E. Huron Street, Chicago, Illinois 60611.

Cable Libraries. C. S. Tepfer Publishing Co., 607 Main Street, Ridgefield, Connecticut 06877.

Current news and reports on the field of video, particularly cablevision; new programs; legislative and regulatory developments; progress reports.

Cable Lines. Cable Communications Resource Center, 1900 L Street, N.W., Washington, D.C. 20036.

Monthly, with membership. Up-to-date information about cable TV developments in the United States.

CPB Report. (Weekly Newsletter) Corporation for Public Broadcasting, 888 16th Street, N.W., Washington, D.C. 20006.

CPB news and television information.

CVRP Patch Panel. San Francisco Public Library, Civic Center, San Francisco, California 94102. Bimonthly.

Newsletter of the California Video Resource Project, which is headquartered in the San Francisco Public Library. Provides current data regarding library TV activities in Northern California and elsewhere.

Film Library Quarterly. Film Library Information Council, 17 W. 60th Street, New York, New York 10023.

Reviews films and books, provides news and articles relating to multimedia utilization in libraries.

Film News. Film News Company, 250 W. 57th Street, Suite 2202, New York, New York 10019. Published 5/yr.

Film reviews; film programs; literature surveys, with considerable emphasis upon library media utilization.

Great Plains National ITV Library Newsletter. University of Nebraska, Box 80669, Lincoln, Nebraska 68501. Monthly; free.

Articles on instructional television activities and its own TV cassette programs.

Landers Film Reviews. Landers Associates, Box 69760, Los Angeles, California 90069. 9/year. Looseleaf.

Contains in-depth film reviews.

Library Journal. R. R. Bowker, Co. 1180 Avenue of the Americas, New York, New York 10036. Twice monthly Sept.-June; monthly July and August.

Library/Media Report. ERIC Clearinghouse on Information Resources, Stanford Center for Research and Development in Teaching, School of Education, Stanford University, Stanford, California 94305. Irregular news periodical, usually published four times per year; free upon request.

Media Mix Newsletter. 221 W. Madison, Chicago, Illinois 60606. 8/yr.

Previews: Nonprint Software and Hardware News and Reviews. R. R. Bowker Co., 1180 Avenue of the Americas, New York, New York 10020.

Public Telecommunications Review. National Association of Educational Broadcasters, 1346 Connecticut Avenue, N.W., Washington, D.C. 20036.

Reviews, scholarly articles, news of the television field for professional personnel.

Sightlines. Educational Film Library Association, Inc., 17 W. 60th Street, New York, New York 10023. 4/yr.

Articles on media in a variety of formats, with emphasis upon 16mm film; contains reviews.

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